

# Product Development

## Post-Launch

- Why would you choose to buy (new product) over (old product, competitor brand, etc.)?
- What would you add or remove about this product?
- How often do you plan on using this product?
- Rate your overall experience with this product.
- How likely are you to recommend this product to a friend?
- How likely are you to replace your current product with this one?
- What was your first reaction after buying this product?
- How easy is it to use our product?



**How likely are you to recommend our jeans to a friend?**

Very likely

Likely

Neutral

Not Likely

Very unlikely



**OnePulse**